

## SPONSORSHIP



## OPPORTUNITIES

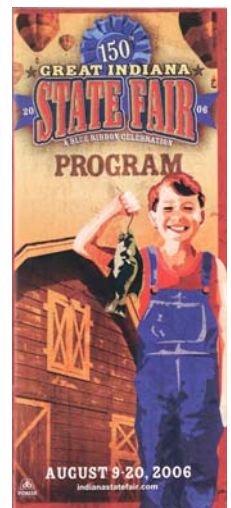
*Be a sponsor of Indiana's largest multi-day event  
with over 870,000 consumers!*

### 2007 SPONSORSHIP OPPORTUNITIES

The Indiana State Fair invites companies and organizations to participate as sponsors of the 2007 Indiana State Fair, August 8<sup>th</sup> – 19<sup>th</sup> in Indianapolis. **More than 870,000 people are expected to attend the Fair**, which gives Fair sponsors a unique opportunity to **market their products and services to a statewide audience**. Below is a list of sponsorship-marketing opportunities available for consideration. The Indiana State Fair is also flexible in creating sponsorship programs to meet sponsors' community marketing goals. For more information, contact [DebbieDreiband@livenation.com](mailto:DebbieDreiband@livenation.com) or call Debbie at (317) 249-2726.

### INDIANA STATE FAIR PROGRAM AD SPONSOR

As an **Indiana State Fair Program Ad Sponsor**, the sponsor will receive extensive exposure in a minimum of **625,000** copies of the Indiana State Fair Programs! This sponsorship will give the sponsor the opportunity to **create a turn-key statewide promotion** by promoting **"Fair-only" consumer offers**. Not only could this opportunity be used to promote in-store offers, but if the sponsor decides to staff a booth on-site during the Indiana State Fair, the coupons could be utilized to drive Fairgoers to the sponsor's on-site booth. The possibilities are truly endless with this **brand new 2007 Indiana State Fair Sponsorship Opportunity**.



***Sample ads**  
Sizes are  
½ page  
¼ page  
Full page*

## SPONSORSHIP



## OPPORTUNITIES

### SHUTTLES SPONSOR

Sponsors have the opportunity to sponsor **one of the most popular promotions at the Indiana State Fair**: the mobile shuttle units! These nine shuttle units have three cars and six signs each for a potential total of **54, 20' signs** (if all shuttles are available for sponsorship). (Media sponsor WRTV Channel 6 is allotted five-feet (5') of tag space on each sign.)

**The advantage** of this sponsorship is that it creates a **simple turn-key promotion** to give the sponsor **extensive marketing exposure** to over 870,000 people all 12 days of the Fair and to **enhance its state-wide marketing efforts**.



### MAIN STREET STAGE SPONSOR

Across from the Pepsi Coliseum in the heart of Biofuels Main Street sits the Main Street Stage, **offering a wide variety of daily entertainment for everyone's taste**: mariachi music, acappella vocals, dance groups, variety entertainment and more! The **title sponsor of this popular stage will receive extensive branding and promotional opportunities!**



## SPONSORSHIP



## OPPORTUNITIES

### "DAY" SPONSOR

As a **"Day" Sponsor**, the sponsor can **reach a potential of 44,000 to over 100,000 people on one day at the Indiana State Fair!** The **"Day" Sponsor** will receive extensive exposure in a minimum of 625,000 copies of the Indiana State Fair Program, signage around the Fairgrounds, and **on-site marketing and promotional sales opportunities.** The sponsor will also have the opportunity to create a 12-day promotional marketing booth if desired.



The **"Day" Sponsors** have the **exclusive opportunity to create gate promotions** as well as other marketing opportunities during its sponsored **"Day"** that can enhance the sponsor's **sales and branding efforts.** The **"Day" Sponsor's** promotions can also **enhance its statewide marketing efforts** with drive-to-retail promotions and interactive consumer promotions at its on-site booth. The **"Day" Sponsor** will also provide **1,000 branded T-shirts** for all gates and parking personnel to wear on the sponsor's **"Day."**



### FAIR TRAIN SPONSOR

More than **20,000 people** ride the **Fair Train** each year. The **Fair Train Sponsor** will receive signage on-site at the Fishers Train Station, on the Train itself and along the route. The **Fair Train Sponsor** will be able to **maximize marketing efforts by providing coupons or other promotional items to everyone who rides.** In addition, this sponsor will have the opportunity to have a **private VIP party** on the historic Nickel Plate Car and a booth at the 2007 Fair.

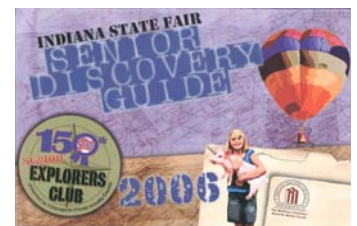






## JUNIOR AND SENIOR EXPLORERS' CLUB SPONSOR

To enhance the Indiana State Fair mission of showcasing our state's agriculture the Junior and Senior Explorers' Club program was created to **educate and entertain young people and their families on Indiana's agriculture history**. These interactive programs expose the public to Indiana's agricultural heritage as well as expose youth to the fun educational opportunities the Fair offers. **The sponsor of these programs will receive inclusion in over 90,000 promotional booklets and flyers produced.** Approximately 5,000 kids participate in this program annually.



## FUN PARK TITLE SPONSOR

Fun and entertainment are constant in this popular smoke-free **kids and family play and entertainment area**. In addition to the popular Little Hands on the Farm exhibit, this venue hosts pony rides, the Super Stock Racers go kart track and other fun interactive family fun events! The sponsor receives **extensive signage, media and promotional opportunities** with this venue that targets young children and families! (Acts booked for 2007 include the "Pork Chop Revue featuring Oink the Singing Pig," and "Kachunga & the Alligator Show.")





### THE PORK CHOP REVUE SPONSOR

Go whole hog with the Pork Chop Revue! An awesome display of some of the smartest swine in the country. These bodacious barnyard buddies present a show featuring amazing stunts and laughable antics. You will laugh as you watch these bundles of bacon jump hurdles, waltz and even sing! But these pigs don't race, they're too smart for that.



**Pork Chop Revue Sponsor** will be included in the **75,000 copies of the Indiana State Fair Fun Guide** and on every "day" page of the **625,000 copies Indiana State Fair Program** listing all times of performances. The sponsor will also be included in all relevant marketing materials as they promote activities in the Fun Park. This is a great promotion for a sponsor to target the youth and family demographic.

### KACHUNGA AND THE ALLIGATOR SHOW SPONSOR

Back by popular demand! A must see to believe engagement, the ***Kachunga and the Alligator Show's*** appeal cannot be overstated.

This is an absolute one-of-a kind show and is guaranteed to bring audiences to the edge of their seats. Facts and humor threaded with daring stunts set the stage for Kachunga's presentation with the Alligator. In his unforgettable performance, Kachunga's jaw-dropping dance with danger will entertain and educate the young and old alike.



The sponsor of the *Kachunga and the Alligator Show* will receive recognition in **75,000 copies of the Indiana State Fair Fun Guide** and **625,000 copies of the Indiana State Fair Program** listing all the times of the performance on every "day" page. The sponsor will also be included in all relevant marketing materials as they promote activities in the Fun Park. This is another great promotion for a sponsor to target the youth and family demographic.



## SPONSORSHIP



## OPPORTUNITIES

### INDIANA STATE FAIR FUN GUIDE SPONSOR

As the *Indiana State Fair Fun Guide Sponsor*, the sponsor's name and ad will be included in the Indiana State Fair Fun Guide. The sponsor will receive the **full-page back cover ad** on the Indiana State Fair Fun Guide. **The sponsor will also receive two (2) coupons/ads** inside the Indiana State Fair Fun Guide to use as preferred.



### HISPANIC MUSIC DAY

*Hispanic Music Day* takes place on the first Sunday of the Fair. Previous acts included La Mafia, Jennifer Pena, and various Mariachi bands. The Fair works with the Hispanic community to coordinate excellent entertainment! The 2006 headliner was *La Onda!*



### GRANDSTAND TITLE SPONSOR

The *Indiana State Fair Grandstand Sponsor* will be included in over **\$60,000 of paid media** and receive **extensive marketing and promotional opportunities pre-Fair and on-site**. The Grandstand line up will include top country, rock and pop acts. The Grandstand's **seating capacity is 15,500**.

The 2007 concert line up should be finalized by Spring 2007.



## SPONSORSHIP



## OPPORTUNITIES

### KIDS' CONCERT TITLE SPONSOR

As the sponsor of the two August 13<sup>th</sup> "Kids' Day" concert performances at the 2007 Indiana State Fair, the sponsor will be included in over **\$35,000 of paid media**, one **live radio remote**, and **print ads in The Indianapolis Star and Reach Magazine** promoting the concert. Discount concert vouchers for the ticketed shows will be distributed by the Indiana State Fair and can be distributed by the sponsor as well. This can be used to drive customers/traffic to your location! The Indiana State Fair will include the sponsor in all appropriate **publicity, media kits, and press releases** as they promote the sponsor as a pick up location (if appropriate) for the discount concert ticket vouchers. The sponsor of the Kids' Concert will also have the opportunity to join the act on stage if desired: *pending artist management approval*. (Concert act or acts to be determined by Spring 2007).



*Disney Channel's star of "That's So Raven" was the "Kids Day" feature performer at the 2006 Indiana State Fair.*



### BAND DAY COMPETITION SPONSOR

The Indiana State Fair Band Day Competition has been a **Hoosier tradition since 1947** and will take place on the first day of the 2007 Indiana State Fair, August 8<sup>th</sup>. With **over 44 high school bands participating each year**, this is one of the Fair's **most highly attended events**. As the sponsor of the Band Day Competition, the sponsor will receive recognition in the Fair Program, signage outside the Toyota Trucks Grandstand, and a large 20 ft. banner displayed on the Toyota Trucks Grandstand stage for all to see while watching the many performances. The Band Day Sponsor will have the opportunity to market its products and services to both the **teen and parent demographic**.





## SPONSORSHIP



## OPPORTUNITIES

### DISCOUNT FAIR TICKET SALES OUTLET

As the **Discount Fair Ticket Sales Outlet Sponsor**, the sponsor will have the opportunity to participate as one of the Indiana State Fair's premiere retail discount admission ticket sales outlets for the 2007 Indiana State Fair. The advance sales discount tickets will be sold for \$7.00 each and tickets at the gates will be sold for \$8.00 each.



The *Discount Fair Ticket Sales Outlet Sponsor* will be included in **\$35,000 of paid media promotions to drive traffic to its Indiana location(s):** *estimated radio promotions, print ads and of outdoor advertisements* July through last day of Fair (Sunday, August 19<sup>th</sup>).

### ADMISSION TICKET BACK SPONSOR

The opportunity to participate as the **Admission Ticket Back Sponsor** for the Fair admission tickets is available. The *Admission Ticket Back Sponsor* can create **drive-to-retail promotions with coupons or other promotions** on the over **500,000 tickets** produced by the Fair.



### PARKING TICKET BACK SPONSOR YEAR-ROUND

The opportunity to participate as the **exclusive Parking Ticket Back Sponsor** for both Fair and Fairgrounds events is available. The Fair and Fairgrounds *Parking Ticket Back Sponsor* can create **drive-to-retail promotions with coupons or other promotions** on the over **500,000 tickets** produced by the Fair.





## SPONSORSHIP



## OPPORTUNITIES

### DAILY PARADE TITLE SPONSOR

The exciting Daily Parade takes place each evening at 6:30pm on Biofuels Main Street and goes half way around the Fairgrounds to the North side! This **home - town Indiana parade** features unique floats, and corporate and community participation! The *Daily Parade Sponsor* will be the lead “**grand marshal**” in the parade and create a fun and creative community partnership for Fair guests, as well as the sponsor’s employees and clients!



*Indy's favorite Survivor, Rupert, has participated in the daily parade the past few years!*



### BATON TWIRLING CONTEST SPONSOR

The Indiana State Fair is proud to host the Baton Twirling Contest each year. **Sanctioned by the USTA and USBTA** (US Baton Twirling Association), the Indiana State Fair competition is **open to kids ages 3-21, both girls and boys**.



The Indiana State Fair Baton Twirling Contest is an **annual tradition more than 50 years old!**

### DANCE TEAM COMPETITION SPONSOR

The Dance Team Competition is **open to Indiana All-Star, School and Youth League dance programs for both male and female participants**. Teams will have 5 to 35 members that include trios, duos and individual divisions. Categories include hip hop, pom, jazz or fusion mix. The maximum age is 18 years old.



## SPONSORSHIP



## OPPORTUNITIES

### PRCA RODEO SPONSOR

The PRCA Rodeo at the Indiana State Fair has been a popular event for over 10 years. Weekend show crowds average over 10,000 people with families and kids enjoying the event.

The title sponsor of the Rodeo will be included in **\$30,000 of paid media** promotions. The Rodeo Sponsor can also provide promotional flyers and product samples to distribute on-site at the three or four Rodeo shows.



### STATE FAIR GARDENS

Enjoy the beauty of this **17,000 square foot, landscaped area** immediately north of the Ball State Ag/Hort Building. Two entry plazas provide access to a wide variety of plant life surrounding demonstration areas, a fountain, and walking paths.



As the title sponsor of this unique venue, the **State Fair Gardens Sponsor** can create interactive demonstrations during the 12 day Fair. The *State Fair Gardens Sponsor* can also manage this area year-round to showcase its services and creativity!

### INDIANA STATE FAIR WEBSITE SPONSOR

Please contact Debbie Dreiband at Live Nation (317) 249-2726 or [DebbieDreiband@livenation.com](mailto:DebbieDreiband@livenation.com) for more information regarding this unique new sponsorship opportunity.





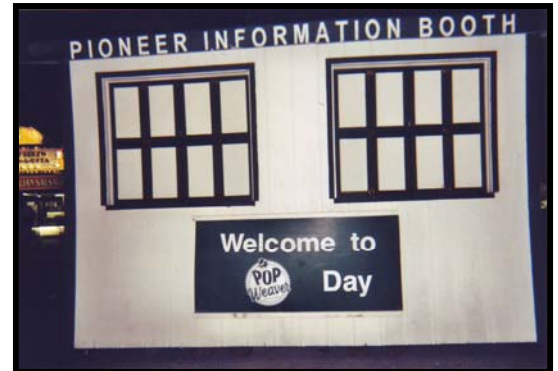
## SPONSORSHIP



## OPPORTUNITIES

### INFORMATION BOOTH SPONSOR

The Fair will provide the **Information Booth Sponsor** with prominent signage on two sides of the booth throughout the duration of the Indiana State Fair. Also, as the **Information Booth Sponsor**, the sponsor will have the opportunity to provide promotional materials that will be distributed by the information booth staff all 12 days of the Fair.



### EXCLUSIVE TRASH BOX & TRASH BARREL SPONSOR

As the exclusive sponsor of all year-round trash box signage and all Fair trash barrel signage, the sponsor will receive **logo recognition on 500 plastic trash barrels** on two sides. Logos are printed on a sticker and then placed on the actual trash barrel cover. These trash barrels are located throughout the Fairgrounds during the Fair. The sponsor will receive recognition on **3,000 cardboard trash boxes for the Indiana State Fair and Fairgrounds year-round events**. These cardboard trash boxes are also displayed in all buildings year-round and all over the Fairgrounds. This is a great opportunity for brand recognition with out actually having to be on-site at the Fair and Fairground events.



### ELECTRONIC SIGN SPONSOR

Located at the Fair's main entrance on 38<sup>th</sup> Street, this signage sponsor will have a **10-second message displayed** approximately every **two minutes year-round** and approximately every **four minutes during the Indiana State Fair**. According to the Indianapolis Department of Public Works, **32,117 vehicles travel on 38th Street daily**. This sponsor will receive year-round two-sided signage with over 11 million potential impressions each year.



## SPONSORSHIP



## OPPORTUNITIES

### GRAND HALL TITLE SPONSOR

This **9,000 square-foot building** is a multi-purpose facility that hosts trade shows, business events and community programs year-round. This popular venue, located on Biofuels Main Street across from the Pepsi Coliseum, is also one of the **featured buildings during the Indiana State Fair.**

As the building title sponsor, the sponsor will have the opportunity to **create a unique display** in the craftsman-built shelving units located inside the south wall of the hall.



### FFA PAVILION TITLE SPONSOR

The title **sponsor** of the **FFA Pavilion** and the activities within the building for the 2007 Indiana State Fair will receive **extensive promotion and face-to-face marketing opportunities.** This **25,000 square foot building** has allowed the FFA to grow and continue to serve the youth of Indiana through agricultural education in a truly first-class fashion.

As the title sponsor of this building, the sponsor can enhance consumer awareness about its products and services both during the Fair and year-round with the FFA statewide partnership. The FFA Pavilion sponsor will create a unique partnership with the FFA, an organization committed to the leadership development and education of young people.



### CHAMPIONS PAVILION TITLE SPONSOR

This **66,500 square foot, multi-purpose exhibit space** can be used for events up to 4,600 people. The building title sponsor will receive **extensive year-round signage,** recognition in all year-round event promotions and the opportunity to create a permanent display.







### HEALTHY LIFESTYLES BUILDING TITLE SPONSOR

This 10,500 square-foot, fully enclosed, modern facility is used year-round by many corporate and community groups. During the Fair, the building will host diverse programs and promotions to promote "Health Lifestyles" for people of all ages.



### EXPO HALL TITLE SPONSOR

The **Exposition Hall** is one of the most visited buildings throughout the year. This 74,000 square foot facility can accommodate any large show or convention. The title sponsor of the Expo Hall will receive extensive **year-round branding opportunities with signage, display and additional marketing opportunities.** The Expo Hall is visible from the highly traveled 38<sup>th</sup> Street, thus giving the building sponsor extensive **exposure to the over 1 million vehicles that travel on 38<sup>th</sup> Street daily.**



### BLUE RIBBON PAVILION TITLE SPONSOR

This **69,000 square foot multi-purpose exhibit space** that can accommodate large consumer shows and agricultural events. Breakout rooms are appealing for seminars or small group meetings. One of the great benefits of this building is the **visibility to the busy 38<sup>th</sup> Street & Fall Creek Parkway** – the 3<sup>rd</sup> most highly traveled intersection in the city (according to the Indiana Department of Transportation).



**For more Sponsorship Information contact:**

**Debbie Dreiband**

**Director of Sponsorship Sales**

**Live Nation**

*Phone: (317) 249-2710, X-2726*

*Email: [DebbieDreiband@LiveNation.com](mailto:DebbieDreiband@LiveNation.com)*